



8th International Conference on
Architecture Research and Design (AR+DC)
November 1-2, 2016

AR+DC

A planning model for creative industry zone-producer of clothes used as cultural tourism product

Case study in the area of Tuan Kentang 15 Ulu Palembang

Primadella^a

^a*Department of Architecture, Sriwijaya University, Indralaya*

*Corresponding author. Tel.: +62 81273900510
priamadella2007@gmail.com

Abstract

Creative industry has a significant contribution in increasing economy because it can create positive atmosphere in tourism sector. The area of *Tuan Kentang 15 Ulu* - Palembang is one of creative industry zones from fashion subsector which produces *Jumputan* and *Tajung* clothes which are known by many people. As one of tourism products based on creative industry, the area of *Tuan Kentang* has possessed five characteristics of creative tourism, i.e., tourists become part of the tourism progress, the existence of participative learning, interactive, informal, limited products, and has something to do with the local people. However, there were so many constraints, such as lack of planning and facilities needed for tourism development in this area. This influences the number of visitors coming to this area. By doing this research, there will be model of planning for creative industry zone which produces a number of clothes as an effort to improve the quality of the area and culture in Palembang. This research used descriptive qualitative and quantitative as a method in analyzing. The products of tourism by using scoring range for the products through participative place making approach. There were some stages in analyzing the data, that is by using likert scale and SWOT analysis. The result of this research composed factors and facilities that used to be created in a creative industry area, which could determine and develop the planning for tourism area based on creative industry in Indonesia.

Keywords: creative industry, placemaking, tourism product, *jumputan*

1. Introduction

Nowadays, the growth of creative industries is able to shift the pattern of the existing economy, namely agriculture economy era, into the era of creative economy. Creative economy is a new economic era that intensifies information and creativity by relying on ideas and knowledge of human resources as the main production factor in its economic activities. Creative economy is the soul of the emergence of creative industries. Tourism is one of the opportunities to maximize the revenue from creative industry aspect. Through tourism, activities to improve creativity can grow limitless, with a direct interaction among the people enjoying tourism and those providing the tourism service. Both need each other with regard to the exchange of creative products to strengthen social and cultural values through creative economy supported by technology.

Tourism industry is a sector that brings significant contribution to the revenues of a country. Therefore, tourism planning is an asset that is able to improve people's economic condition. Furthermore, with a good management, this industry can be a perfect solution for poverty reduction.

Tourism sector as an economic driver promotes the emergence of various business opportunities. The tourism theory of *Salah Wahab* (Wahab, 1976) proposes a definition of tourism, that is: tourism is one kind of new industry

which is able to accelerate economic growth, provide employment opportunity, improve income and living standards, as well as stimulate other productive sectors. Furthermore, as a complex sector, tourism industries also realize classical industries such as industries of handicrafts and souvenirs, as well as lodging and transportation. Such theory is then restated by Hari A. Karyono, in order to make a tourist destination appealing, a tourist destination should have three appealing conditions in addition to objects and tourist attraction, namely: something to see, something to do, something to buy. This can be in the form of providing the needs for goods and service for tourists, including primary goods and other craft products and souvenirs.

The success of the planning of tourism area which is creative-industry based is believed to bring significant development to the growth of tourism in the tourism destinations. Thus, it is necessary to arrange for models of creative industry area as a culture-based planning pattern of tourism areas.

In order to create an area of creative industries that meet tourism aspects, it is necessary to dig and identify the characters of an area that has the potential to become a tourism driver and become a solution to alleviate poverty and improve the living standards.

The development of creative industry areas as one of the tourism products focuses on the concept of "place marketing" or "selling a place" by creating a new impression that such place, as a tourism product, meets the aspect of attraction, accessibility, supporting facilities, infrastructure, society and institutions.

Identifying the problems in the area of Tuan Kentang can reveal the importance of analyzing its tourism products by using placemaking approach. In the context of tourism area, Tuan Kentang can be one of the icons of creative industry tourism which produces fabric so that it becomes a prototype of the planning of other areas with similar potential.

This research focuses on tourism product including the components of attractions, facilities, accessibility and institutional terms by using creative placemaking approach the key to develop creativity-based tourism areas based on a four-dimension review of human needs for two elements, namely physical space and psychosocial. The assessment of these elements was carried out by considering the quality of: accessibility, activities, comfort and image, as well as sociability. The materials used were humans and their activities in this area. The focus of the study was on the aspect of urban and architectural design which resulted in the concept and criteria of a tourism area which is creative-industry based and meets the aspect of convenience.

2. Methodology and Research Theory

This research was designed to formulate an area planning model which resulted in a guideline of area planning of creative industry producing fabrics. The initial stage was to define the potential and quality of attractions as well as other facilities that support tourism activities in the area. This way, the research method was a combination of qualitative and quantitative methods. The qualitative method descriptively analyzed the potential of the area and its problems, while the quantitative method was used to mathematically measure the scaling instruments including Likert scale analysis to find out about the quality of products and SWOT analysis to see and explore the potential of the existing tourism product.

The research variables consisted of product and placemaking products. The variable of product consisted of attractions, amenity and accessibility, while the variable of placemaking consisted of access and linkage, comfort and image, use and activities, and sociability. The two variable groups are the unit of analysis which determine the success of place establishment in the placemaking approach.

The quantitative data collection was obtained through questionnaires so that sample selection became important in determining the respondents. The sample selection method was incidental sampling, i.e. the technique of sample selection by incidence. It is when the researcher incidentally met with samples who were deemed to fit to the data source. The selection of the number of reference samples in this research used the formula developed by Slovin (1990) in Setiawan (2007) with the allowable margin of error ranged between 5-10%; the formula is as follows:

$$n = \frac{N}{N \cdot d^2 + 1} \quad (1)$$

where: n = number of samples, N = Total Population, d = 10% error rate

By using the above formula, the sample size (n) obtained was at least 100 people out of the average number of tourist visits per month to the city of Palembang which is as many as 100,000 people (source: Department of Culture and Tourism of Palembang, 2015).

The steps in the data analysis: the quantitative data that had been collected from the questionnaires were processed according to the descriptive statistical analysis techniques, while the qualitative data were processed by using the step of codification, description, reduction and conclusion.

1.1. Tourism Product

The approach used in this research was tourism product approach, using product elements from some sources, namely **Middleton** Theory (Middleton, Fyall, & Morgan, 2009) added with the **Directorate General of Tourism of the Republic of Indonesia** which mentions that the development of tourism products is linked to four factors:

1. Attractions (appeal) : site attractions and event attractions
2. Amenities (facilities): availability of facilities such as lodgings, restaurants, local transportation which allows tourists to travel, communication tools
3. Accessibility: the place is not too far, the transportation to the locations is available, cheap, safe, and comfortable.
4. Tourist organization: to arrange a framework for tourism development, manage tourism industry and promote the areas to be well known to many people.

Another opinion is proposed by **Peter Mason** to support **Middleton** theory, mentioning that the components of tourism product should still be based on three main components, namely attraction, amenities and accessibility. Based on those theories, the components of tourism products can be seen in the following table:

Table 1. Components of tourism products according to experts' opinions.

Experts' Opinion	Attraction	Accessibility	Infrastructure	Supporting Facilities	Community	Institutional
Middleton	o	o	o	o	o	
Directorate General of Tourism	o	o	o	o	o	o
Peter Mason	o	o	o	o	o	

1.2. Creative Placemaking

(Richards & Wilson, 2006) summarize these combinations into three basic types of creative tourism experience:

1. Creative spectacles. Creative and innovative activities which then form the basis of more passive tourist experiences as spectacles (i.e. the production of creative experiences for passive consumption by tourists).
2. Creative spaces. Creative enclaves populated by cultural creativity to attract visitors (often informally at first) due to the vibrant atmosphere that such areas often exude (e.g. Down Under Manhattan Bridge Overpass -- D.U.M.B.O --. in Brooklyn).
3. Creative tourism. Active participation by tourists in creative activities, skill development and/or creative challenge can form the basis of tourist experiences, which can also imply a convergence of creative spectacles and creative spaces.

(Richards & Wilson, 2006) identify some key elements of creative development which tend to ensure their smooth incorporation into large scale urban redevelopment schemes:

1. Clustering -- Creative enterprises need a network of colleagues and suppliers, and clustering is therefore seen as providing an impulse to both individual and collective creativity.

2. Consumers -- Audiences are vital to creative industries, and in many cases, creative enterprises need to attract audiences or consumers to specific locations.
3. Co-makship -- In order to function well, creative clusters need to involve both producers and consumers in a process of co-makship.
4. Clarity -- Attracting audiences depends on a certain level of visibility within the urban fabric, and the ability of potential audiences to 'read' the creative landscape. It is also important that creative enterprises have a certain level of permeability for the consumer.
5. Confidence – Developers must have the confidence to invest in creativity, but trust among creative individuals is also important. Cities and regions must also have the confidence in their ability to make such developments work, and to be able to sell success.

(Engler, 2009; Smith, 2010) compose the following table which provides a matrix of sample elements that help meet the four dimensions of human needs. There are two categories of elements: land use, which comprises object in physical space, such as roads or parks; and associational/ psychosocial element, which comprises human activities and social beliefs that support human needs.

Table 2. Planning elements meet four dimensions of human needs.

Dimensions	Typical land use elements	Typical associational/Psychosocial elements
Physiological needs	Roads, stores, food production and distribution facilities, waste management facilities, energy generating facilities, auto-oriented uses, transportation-related facilities, hospitals	Emergency services, job opportunities, equitable distribution of public services and publicly available resources, equitable access from residence to elements that meet all four human needs dimensions
Relational needs	Plaza/public squares, bars, residential enclaves, business district, place of worship, community centers, theaters, historical and cultural sites	Social clubs, civic organization, arts associations, festivals, community rituals
Self-Actualization needs	Schools, museums, galleries, passive recreation, business incubators	Competitions, openness to diversity, fair opportunities to engage in governance, openness to diversity and change
Environmental needs	parks, open space, streetscaping	Conservancies, neighborhood associations

1.3. Placemaking Indicators

PPS (Project of Public Space) has found four keys of success by looking at the qualities of: accessibility, activities, comfort and image (having comfortable place and a good image), and sociability (friendly place).

PPS develops The Place Diagram to help people assess places, good or bad, in order to know which points that need to be improved from the condition. Those points include:

1. Access and Linkages. Assessing the access of a place to its surroundings, both visually and physically. A successful public space is one that is easily visible from both near and far.
2. Comfort and image. Assessing whether a public space is cozy and has a good image. Comfort includes perceptions about safety, cleanliness and availability of seats.
3. Uses and activities. Activity is the basis for designing an area, where a place has something to do in the area, which gives people a reason to visit it and return.
4. Sociability or friendliness. This is a difficult point to achieve. It can be seen when someone feels comfortable interacting with other people and feels there is connection to a place and tries to foster such social activity.



Fig. 1. The place diagram.

1.4. Sense of place

Building an environment is a two way process, it is the result of interaction between the observed and the environment. Consequently, it reflects the influence of observer and environment on each other (nothing is experienced by itself, but in relation to its surrounding, the sequence of event leading up to it ” (Lynch, 1960 : 1). Sense of the city as mentioned above represents the relationship between physical environment and cognition; this sense is broken down into six elements:

1. Identity. It is the characteristic that allows people to differentiate one space from another. There is not only an identity of place, but also an identity of events which differs naturally from the first as it gives people a means to remember the events that occur.
2. Structure. It is how the object is placed in the space considering its relation to observed and to other object, as the object is not isolated from the surrounding but as a part of all environmental components.
3. Meaning. It is the thing which a place represents. It is a hidden characters of the object and the deep sense that reflects the importance of the object. This sense may be practical or emotional.
4. Congruence. It is the relationship of the form to its function. In other words, it is how the environmental structure congruents with nonspatial structure.
5. Transparency (immediacy). It stands for the degree of visibility of any process occurring in the place to users.. People see less of what actually occur.
6. Legibility. It is the term that has been used for a long time in urban planning. According to Lynch’s definition, legibility can enhance the identity, structure and meaning of environmental surroundings.

Lynch classifies physical elements into natural elements and man-made ones. It is broken down into five elements:

1. Paths. Paths are the channels of movement within which the city can be conceived. Path has three characteristics that enhance its prominence; they are identity, continuity and directional quality.
2. Edges. Edges are the linear elements not used or considered as paths by the observed.
3. Districts. Districts are the characters of the area perceived to have common characteristics, a separate visual identity from the remaining environment.
4. Nodes. Nodes are the strategic foci into which the observer can enter, typically either junctions of paths, or concentrations of some characteristics.
5. Landmarks (Point of Interest). Landmarks are external features to individual that act as reference points. The characteristics of good landmarks may be visual, semantic or structural attractions.

Table 3. Research design matrix.

Research Purposes	Unit of Analysis	Parameter	Method of Data Collection	Compilation of Data	Method of Analysis	Result
Identifying the quality of products	tourism products of an area in the perspective of placemaking	access & linkage comfort & image use & activities sociability	questionnaire	data table	Likert (ranking and scoring)	the significance of the quality of tourism products in the area
Elaborating the type of activity in the area	individual or communal activity patterns	the element of physical and non-physical planning based on human needs	participant observation open questionnaire	photo record list of activities	description conclusion	a list of activities conducted in the area
Setting the need for the design of space	space elements in the creative industry	clustering consumers co-markership clarity confident	area observation	photographs a list of the elements of activity space of creative industries	field studies description conclusion SWOT	a list of priority space elements to develop
Spatial Planning in analyzing the sensitivity of the place	Place element	identity structure meaning congruence transparency (immediacy) legibility 5 image elements	area observation	photographs map	field studies description site analysis	a spatial planning model of creative industry area

3. Result and Discussion

3.1 Identification of the quality of tourism product of creative industry areas in the perspective of placemaking

The quality of tourism products is a success indicator of an area. The products encompass attractions, accessibility, supporting facilities, infrastructures, communities and institutional terms, where the assessment of the products really depends on the success or failure of the planning of a place to be a space that accommodates human activity. Here are the results of the discussion of the quality of tourism products in the creative industry area of Tuan Kentang in the perspective of placemaking:

1. Tourist attractions

The assessment of tourism attractions in the creative industry area of Tuan Kentang seen from 14 sub-sectors of creative industries set by the government through the Ministry of Trade of the Republic of Indonesia in the book *Pengembangan Industri Kreatif menuju Visi Ekonomi Kreatif 2015* can be seen in diagram (a) as follows:

Based on the results of the questionnaires, it can be concluded that the area has good attraction potential, especially from the sector of the building architecture and the quality of the crafts produced. The buildings in the planning area reflect the character of vernacular building of the society in Palembang living in river sides with the houses built on stilts. An interesting part of the building in this area is the historical value that reflects the character of the economic life of its residents who are mostly a producer and draper of *jumputan* where almost all houses have the same pattern of spatial arrangement. The ground floor functions as a production studio while the second floor

functions as a residence and the place to display their products. The corridors between buildings are also decorated by colorful fabrics being dried.

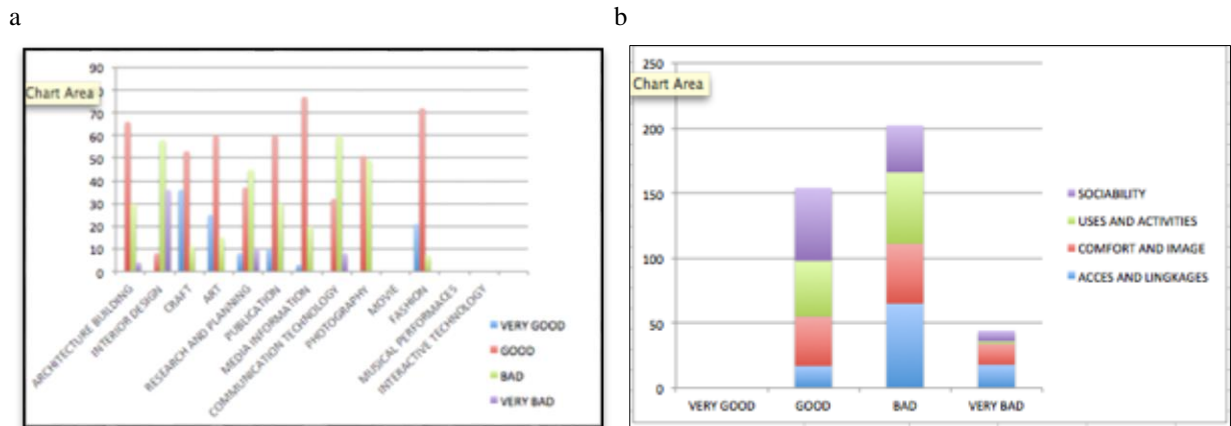


Fig. 2 (a) diagram of the subsector of attraction potential (b) diagram of attraction quality.

The existing attraction potential is unfortunately not supported by potential development in other subsectors. The diagram shows the planning and development of other supporting facilities in the region which are still very low. There has not been any interior arrangement that facilitates good selling activities and product display. In addition, lack of arts activities and performances in the area ultimately decreases the number of tourists who re-visit the area.

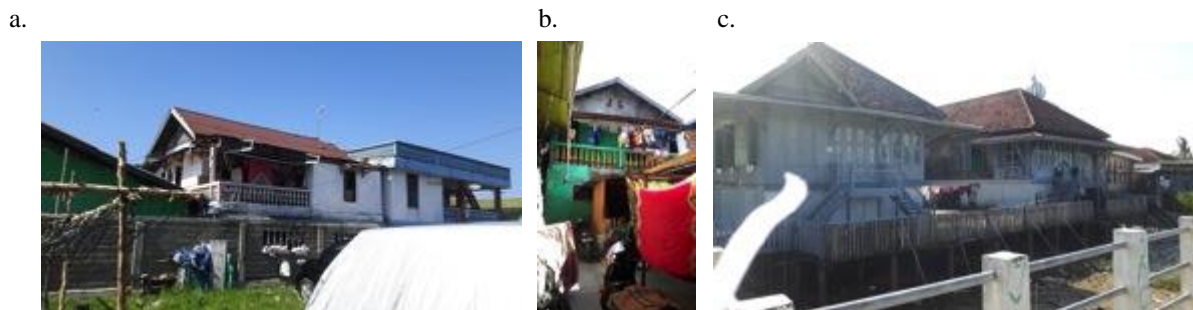


Fig. 3 (a) houses as the place of jumputan production (b) slum area in the Tuan kentang region (c) traditional home of heritage.

The overall score of continuum scale on the attraction quality in the region of Tuan Kentang was obtained from a total of 90 : 31 (the total score of the questionnaires: the number of respondents). The score obtained is 2,90 with the highest score of 4, making it categorized as FAIR. This assessment represents the quality of the tourist attractions in the creative industry area of Tuan Kentang as a whole. The lowest score for the quality scale of convenience is on the aspects of access and linkage, indicating that the region really needs a planning for circulation route and outdoor spatial planning. Another important point to note is the aspects. Low score on this point shows that the area needs diversification of attractions as a booster to attract tourists to visit.

2. Accessibility

The observation on the accessibility aspect includes how to reach the region including roads, airports, railways, and sea ports. The accessibility in the region includes: facilities in the area such as the size of roads, pedestrian ways and public transport facilities and infrastructure. The questionnaire score, as a whole, shows that the quality of accessibility and infrastructure in the region of Tuan Kentang is still at the score of 2.5 in the continuum scale, making it under the category of POOR. This demonstrates that it still requires an improvement in the system of accessibility, circulation and transportation routes in this region which can be seen in the following table:

Table 4. Matrix of observation result on accessibility.

Indicators of Accessibility	Findings and Issues
Access to the Region	<ul style="list-style-type: none"> • The access to the region of Tuan Kentang can be reached by landline, namely KH Bastari street, and river line. • There have not been any stops for public transportation • There has not been any special dock for the ones coming from Musi River; there are several wooden bridges which are normally used by ships to pull over.
Access in the Region	<ul style="list-style-type: none"> • The circulation in the region has not been well managed; there are puddles after raining. • The pedestrian circulation pattern is not yet arranged; pedestrian ways are also used by two-wheel and three-wheel vehicles. • There have not been any intersections that connect industrial areas with parking lots, or connect one industrial area with the others.
Infrastructure	<ul style="list-style-type: none"> • There have been electricity, water, and telephone network, but there have not been any waste disposal facilities and a good drainage system so that the waste from fabric dyes turns to be river pollutants.

3. Amenities

The analysis on tourist amenities is intended to identify the condition and availability of supporting facilities which become the basis for the development of programs to support the ease and convenience of tourists in obtaining travel services (accommodation, refreshment, souvenirs, etc.). Based on the analysis of tourist questionnaires, the score obtained is 2,2 out of 4 meaning that the amenities are in the category of POOR. Below is the detail:

Table 5. Matrix of Observation Result of Amenities

Indicators of Amenities	Findings and Issues
Accommodation	<ul style="list-style-type: none"> • Accommodation in the form of lodging and hotel is available outside the region of Tuan Kentang, but it is only 1 and 2-star hotel. • Traditional houses in the region have potential to be a homestay.
Restaurants	<ul style="list-style-type: none"> • Good restaurants are not available in the regions of planning. • Tourists usually either eat out outside the region where there are good restaurants, or prefer to eat out in the downtown, Palembang. • There are only food stalls selling potluck menu in the region.
Souvenirs	<ul style="list-style-type: none"> • There have been electricity, water, and telephone network, but there have not been any waste disposal facilities and a good drainage system so that the waste from fabric dyes turns to be river pollutants.
Public Facilities	<ul style="list-style-type: none"> • There is a mosque built by the city government of Palembang. • There is a parking lot near the mosque which connects the river and land access. • Toilets are only available in the mosque near the parking lot. • There has not been any security facility.

3.2. Types of activity and uses of space in the region

The physical arrangement of a place is closely associated with the activity patterns established by the people doing the activities. The physical arrangement of tourist areas represents the quality of its attractions as a tourism product as a whole. An identification of activities as the basis for the development of any existing products can provide an added value to improve the quality of the attractions. This section will present two aspects of discussion: how do the patterns of human activity shape space activities and how do places facilitate the activities according to what is desired by the users.

Recreational activities have nine characteristics: 1) in the form of activities, 2) its forms can be varied, 3) determined by motivation, 4) done routinely, 5) is voluntarily, 6) is serious and brings benefits, 7) is flexible, 8) is universal and necessary for each individual, and 9) is a byproduct of human life (Sessoms, 1984).

Based on those nine criteria, a number of activities carried out in the region in Tuan Kentang can be identified in the table below:

Table 6. Identification of activities and quality of places.

Types of Activity	Places	Quality
seeing fabric handicraft products	stores and residents' houses	Good
seeing the process of making fabric	fabric production house	Good
shopping	stores	Good
eating and drinking	food stalls	less good
strolling	streets between stores, main street	less good
bicycling	streets between stores, main street	less good
sitting and chatting	parking lot and mosque	less good
seeing river	docks, parking lot	less good

Based on the theory of planning element based on human needs dimensions, this region has not met the standard and satisfaction of tourists towards tourist attractions. In the context of tourism, there are two different characters of tourists. The first is allocentric, i.e. those who search for something new as the motivation of travelling; the second is psychocentric, i.e. those who search for familiarity. Both characters of tourists require tourist attractions with good quality in order to attract them to re-visit the region and one of the ways is by increasing the satisfaction, perception and image of destination. This way, attraction development is necessary in order to link and strengthen the relation between destination and loyalty.

3.3 Spatial planning based on needs

The quality of spatial planning is closely related to the needs and activities already implemented in the region which are the region's potentials, to know the weakness of any existing attractions, recognize any threats from the outside, and understand the opportunities for the development of attractions; all of which are a part of SWOT analysis. The detailed SWOT analysis on the aspect of product in the region of Tuan Kentang can be seen in the following table:

Table 7. SWOT analysis and strategy on product aspect in Tuan Kentang.

	STRENGTH (S)	WEAKNESS (W)
IFAS	Quality of <i>jumputan</i> and <i>tajung</i> fabrics is internationally well-known	Diversification is still low The existing facilities have not met the

EFAS	There is cultural potential of making traditional fabrics	aspect of tourists' convenience Amenities are still lacking
	There are industrial clusters that still survive as a major economic source of the community	The condition of the dock and the circulation route (vehicles and people) is not good
	There is the facility of mosque and parking lots	There are no signposts showing how to reach the region and within the region
	There is a dock as an access from the river	The location is not yet known as a leading tourist attraction There is lack of cultural events and attractions
OPPORTUNITIES (O)	S-O	W-O
It has potential to be a tourist attraction	Diversification of attractions	Development of activities and events in the region
The development of fabric industry interests more people	Development of facilities, amenities, and accessibility	Development of amenities and supporting facilities
It has the prospect for the development of various craft products	Improvement of the quality and diversity of the fabric craft design	Development of supporting facilities for tourism that can improve the tourism atmosphere in the region
It has potential for the development of amenities		Improvement of infrastructure
It has potential for the development of accessibility		
THREATS (T)	S-T	W-T
A decline in tourists' interest in re-visiting the region	Socialization and community involvement in the development of tourism	Development of craft areas
Community's acceptance of the concept of tourism	Channeling cooperation in order to increase capital	Development of integrated tourism information in one integrated area
Development of souvenir quality of similar products outside the region which gets more diverse	Sustainable management of supporting facilities involving local communities	Availability of facilities which can accommodate any events supporting creative industry activities which are fashion-based
Damage to facilities by community		Revitalization of slums

From the SWOT analysis, the recommendation is to have diversification of attractions in order to improve the quality of the region as a tourism product which is creative industry-based.

3.4 Spatial planning based on sense of place

The area of Tuan Kentang is well-known to be a creative industry area which is based on the production of fabric *jumputan* and *tenun tajung*. Cultural acculturation and the growth of economic activities help shape the area identity. The spatial planning of the area mostly has a composition of stage building with a combination of functions, namely production area and housing with a relatively narrow distance between buildings. Apart from functioning as circulation path, such area also functions as an area for display and interaction between the society and visitors.

The area is unstructured; it grows with the society's needs. The pattern and positioning of housing buildings, production area, and public facilities are in the divergence zone. Most of the public facilities are located in the main part of roads. The available facilities are tourism supporting facilities which have not been optimally utilized, traditional markets on the sides of roads which tend to make the area look dirty and congested, school and trading facilities which tend to result in transportation issues. This area has not had an adequate drainage structure, especially in the waste management.



Fig. 4 (a) Level of housing congestion in the area of Tuan Kentang (b) Main road in the area of Tuan Kentang.

The historical aspect of this area is very meaningful for the economic development and cultural acculturation of the indigenous society in Palembang. This area was fish trading area in Palembang. However, due to the direction of trading which tended to be downtown-oriented, fish trading in this area lost its attractiveness causing the migrant society in this area who worked in fish companies to shift job into making colorful fabrics. The fabrics are later known as *jumputan*. This area represents the transition in the society's economic life.

The area of Tuan Kentang has had a very high density and has reached its saturation point of growth. This way, this area is unsuitable if seen from the suitability as tourism area. In other words, this area needs to reduce its density level and conduct restructuring of housing by thinning.

Irregularities in the growth of this area cause its potential to be hidden, so that it experiences a decreasing number of visitors periodically, year to year. It needs to restructure its area in order to re-grow its potentials and to create attraction diversification.



Fig. 4 (a) 5 imageability elements of Tuan kentang district (b) Paths (c) Districts (d) Nodes.

Spatial review is seen from 5 elements of imageability of area proposed by (Lynch, 1960), namely:

1. Paths are corridor of the main roads in the area of Tuan Kentang and connecting corridors among housing groups functioning as circulation path as well as interaction area for the society. The condition of the existing paths

needs a planning which can accommodate society's activities and the interaction among tourists and local society in tourism context.

2. The presence of edges in the area is not seen.
3. District can be seen when tourists enter craft clusters which are visually established due to the presence of groups producing *jumputan* and *tenun tajung* fabrics.
4. Nodes are established by the open areas found in several spots in the area of Tuan Kentang; nodes are utilized as an area of drying and coloring of *jumputan* fabric. In the afternoon, nodes in the form of field are full of many colorful fabrics which are being dried.
5. Landmark in the area has not been planned, so that it needs to plan for an icon as the area landmark.

6. Conclusions

This study concerning the planning models for fabric-based creative industry areas by using placemaking approach results in three main conclusions:

4.1 Significance of tourism product quality in the region

Based on the observation, an attraction with the best quality is the sector of crafts and building architecture which contain historical values of the life of the residents of Palembang. Other sub-sectors with less good quality of attractions need better planning. Overall, the assessment of the attraction quality in the region of Tuan Kentang resulted in the score of 2,90, meaning that the development is needed in order to improve the quality of its attractions.

The observation on the aspect of accessibility leads to a conclusion in which it requires a planning which includes access to reach the region through both landline and river line, connectivity with creative industry areas, arrangement of the circulation route of vehicle and pedestrian ways which meet the standard of users' convenience and comfort, as well as a planning of parking lots and infrastructure as supporting facilities.

The result of the questionnaire analysis on the quality of the amenities shows that these regions has the score of 2,2, meaning that the quality of the amenities is bad. This way, development is required in order to improve its quality.

Those three observation objects need a development guideline which meets the concept of placemaking so that the quality of the region as a tourism attraction which is creative industry-based can meet the standard of conformity.

4.2 Variety of activities and use of space

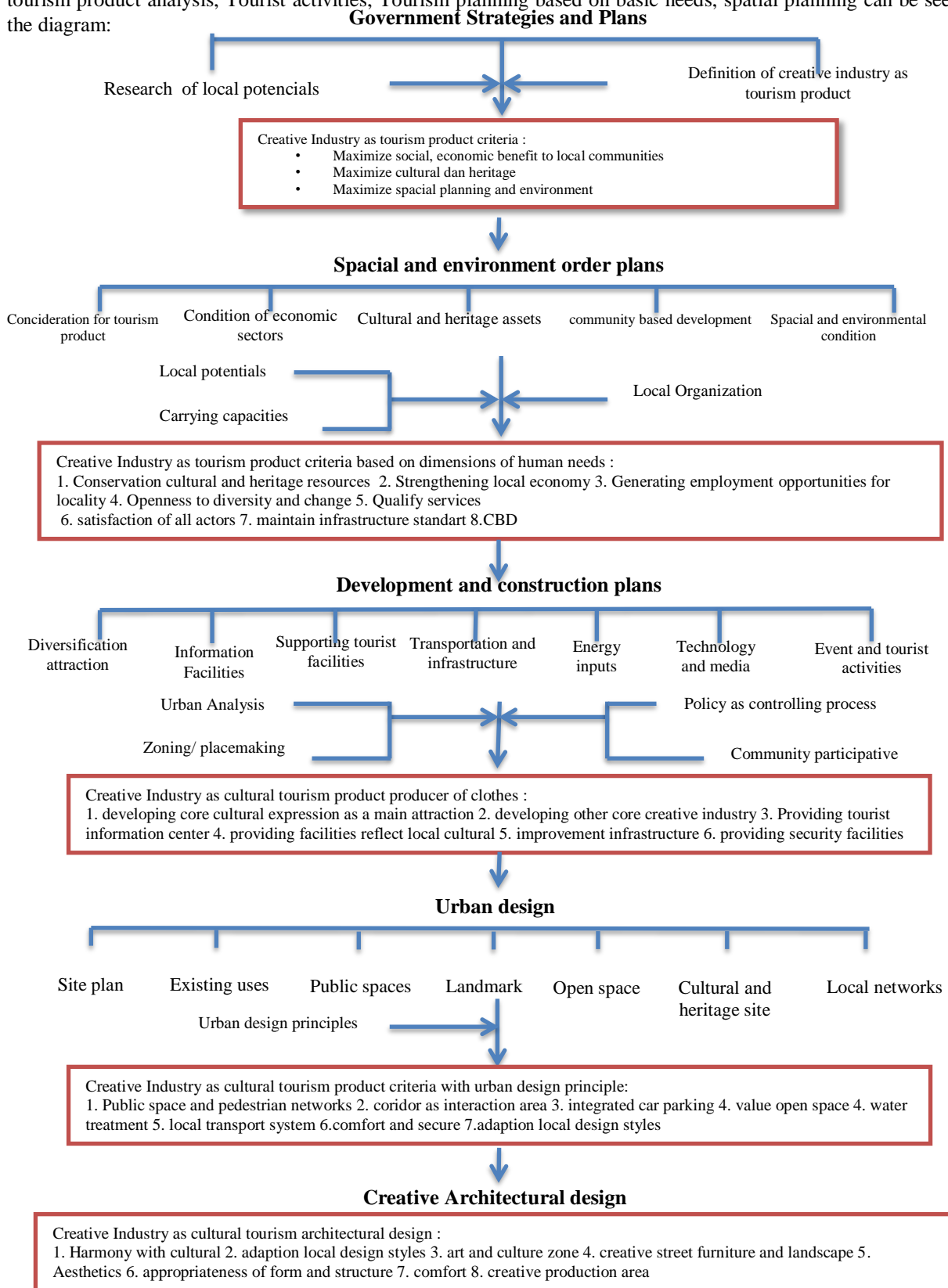
There are many activities that tourists may want to try in the creative industry region of Tuan Kentang, but the existing facilities do not really support it. This leads to a decline in the number of tourists who re-visit the region because they are not satisfied with the organization of public space. The main activities that are considered insufficient are activities of shopping, access to information related the region, access to cultural attraction of weaving and fabric making, leisure activities, as well as activities of moving from one place to the others, from one facility to the others. Therefore, development and facilitation of activities are needed in order to make the activities done by tourists well-facilitated.

4.3 Needs of Region Development

Based on the SWOT analysis carried out on the aspects of attractions, some conclusions are drawn: the region needs proper planning strategies in order to optimize the potential of the region as the main attraction of this tourism object. The strategic factors that can be implemented in this region include: (1) diversification of attractions (tangible and intangible) (2) development of integrated tourism information (3) development of supporting facilities of tourism (homestay and restaurants) (4) improvement of the quality of facilities and infrastructure (5) sustainable management (6) improvement of security facilities for tourists (7) development of transportation and cleanliness of river (8) development of waste management (9) socialization and community involvement in the development of tourism.

4.4 Spatial model of creative industry

Spatial Models of creative industry producer of clothes case study Tuan 15 Ulu Palembang. Consideration of tourism product analysis, Tourist activities, Tourism planning based on basic needs, spatial planning can be seen in the diagram:



7. Recommendation

The recommendations to be given include the recommendations for the policy holders as well as the guideline of the planning for the region of Tuan Kentang as one tourist attraction based on creative industry producing fabrics.

5.1 Recommendations for policy holders

The municipal government of Palembang and the provincial government of South Sumatra have commitment through any relevant agencies to develop the region of Tuan Kentang and the attractions of its surrounding areas which will be handled in an integrated way in order to follow up the fact that this region is a tourism object and to improve the economy of the surrounding community. Besides, it is also necessary to conduct socialization that involves government and community leaders, traditional leaders and religious leaders to the communities who live in the region and the surrounding areas regarding the efforts to improve social welfare through the development of creative industry tourism areas. By doing this, the communities understand and are willing to be a good host for tourists. This can also provide employment and opportunity of starting business for the communities dealing with the visiting tourists.

It is also necessary to have government's involvement in improving the quality of human resources engaged in the craft of fabric by providing training activities and involving private sector in the funding aspect.

5.2 Development guidelines

The guideline of the development of the region which can be recommended in order to improve the quality of the region as a tourism product, as well as increase the length of stay of tourists as an effort of maintaining the sustainability of creative industry tourism can be seen in the following table:

Table 8. Development Guideline

Strategy	Implication	Programmes	Persons in Charge
Attraction diversification	developing core cultural expression as a main attraction	<ul style="list-style-type: none"> repairing and remodeling home industry units according to the standards of conformity and comfort developing production facilities as one of the attractions for tourists developing facilities to facilitate the exhibition of handicrafts (fashion show stage) re-arrangement of slum areas in the region 	<ul style="list-style-type: none"> municipal and provincial government investors and private parties third parties as investors universities and study centers tour operator and travel agent
	developing other core creative industry	<ul style="list-style-type: none"> developing supporting facilities such as museums, galleries, libraries, passive recreation, park and open space conducting socialization and training of tourism awareness for the communities creating event and tourist activities 	<ul style="list-style-type: none"> community organizations arts and cultural organizations printed and electronic media
Development of an integrated tourist information	Providing tourist information centers in the region and on the surrounding docks	<ul style="list-style-type: none"> providing tourist information centers and information boards as well as signposts to the region constructing gates as a marker to enter the region creating a website which provides information about the creative industry region of Tuan 	<ul style="list-style-type: none"> communities

		Kentang
Development of supporting tourist facilities	Providing facilities which reflect local cultural values	<ul style="list-style-type: none"> • developing homestay and restaurants facilities • developing culinary tourism potential • providing adequate toilet facilities
Improving the quality of infrastructure	improvement of facilities	<ul style="list-style-type: none"> • improving the quality of the existing facilities
	improvement of infrastructure	<ul style="list-style-type: none"> • developing the infrastructure of the networks of roads, pedestrian ways, river inspection roads, facilities of parking and terminal as well as docks • developing the facility of industrial waste management
Sustainable management	preparing region management plans (private, government and community)	<ul style="list-style-type: none"> • development of the quality of human resources in the region for tourism management • community capacity building through socialization and training on industrial waste management • socialization to the community about the improvement of environmental quality
development of transportation and river cleanliness	improving the quality of docks and river bank areas	<ul style="list-style-type: none"> • development of adequate dock facilities which can accommodate tourists in large numbers through the river transportation • development of mass transportation network of the river by involving any relevant agencies • building promenade and river inspection roads
development of security facilities for tourists	providing security facilities	<ul style="list-style-type: none"> • integrated management between law enforcement apparatus and the communities to maintain the security of the environment
Improvement of the quality of tourism human resources	improving the quality of human resources to be prepared to get involved in the development of regional tourism	<ul style="list-style-type: none"> • tourism awareness training and socialization • training for the human resources to open up job opportunities in the field of tourism

Acknowledgment

The authors would like to extend appreciation to Sriwijaya University for its saints and technology research that makes this study and paper possible. Special thanks to government for providing information and to my team for their assistance in administrating the study questionnaires. Errors and omissions are solely the author's responsibility.

Reference

- Engler, B. (2009). *Personality Theories : An Introduction* (9th ed.). New York: Houghton Mifflin Harcourt Publishing Company.
- Lynch, K. (1960). *The image of the city*. MIT Press.
- Middleton, V. T. C., Fyall, A., & Morgan, M. (2009). *Marketing in travel and tourism*. Oxford: Butterworth-Heinemann.
- Richards, G., & Wilson, J. (2006). Developing creativity in tourist experiences: A solution to the serial reproduction of culture? *Tourism Management*, 27(6), 1209–1223. <https://doi.org/10.1016/j.tourman.2005.06.002>
- Sessoms, H. D. (1984). Research issues in park and recreation education: An overview. *Leisure Sciences*, 6(3), 327–335.

<https://doi.org/10.1080/01490408409513039>

Smith, D. B. (2010). Is There an Ecological Unconscious? - The New York Times. *The New York Times*. Retrieved from <http://www.nytimes.com/2010/01/31/magazine/31ecopsych-t.html>

Wahab, S. (1976). *Manajemen Kepariwisataan*. Jakarta: Pradnya Paramita.